RJReynolds
Tobacco Company

?

Roger
Charlie Norris
calling on our
military?
what accounts?

J. F. Orow
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February 22, 1994

To: W. F. Tucker

Subject: Military Budget

Dear Wayne:

As we discussed by telephone on 2/21/94, the Cincinnati Military has expanded its operation and will require additional Savings and TM&E budget. Although it was decided that we would not request additional monies at this time, I would like to outline what we think we will need in addition to the budgets already allocated.

Military Manager C. H. Norris has picked up bases from the Minneapolis, Chicago, Detroit, Memphis, and Buffalo Regions. We have estimated the annual savings carton sales for all markets (including Cincinnati) below:

Region	1993 Savings Cartons	1994 Budget Request
Cincinnati	378,660	$340,800
Buffalo	25,020	$ 22,500
Memphis	136,020	$122,400
Chicago	122,580	$110,300
Minneapolis	21,300	$ 19,100
Detroit	97,620	$ 87,000
Totals	781,200	$703,000

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Source: https://www.industrydocuments.ucsf.edu/docs/rldn0000

The budget request is based on a 90% coupon rate at $1.00 coupon value. Obviously, if competition dictates a higher coupon value, the budget would have to be increased. I have also taken into account the closing of Bluegrass Commissary and Grissom AFB in July 1994.

In addition to discounting budget, this change will also result in increased expenditures in the TM&E budget. Those increases are reflected below:

1993 TM&E for C. H. Norris = $7740.00

Estimated expenditures for 1994 - Based on 6 week frequency

Air Travel	$ 4,000	Includes 7 trips to Chicago and 3 trips to U.P.Mich.
Car rental	1,520	For trips to Chicago and U.P. Mich.
Hotels/Meals	10,040	
Total	$15,560	
Less	3,550	Expenses incurred in Cincinnati Region
Total	**$12,010**	**Expenses incurred in outside regions**

I will keep you apprised of our expenditures throughout the year.

If you have any questions, please let me know.

Sincerely,

Tom

J. T. Odom

cc: Ralph Gaillard
S. G. Steen
E. F. Thomas
J. D. Boehm
T. W. Goudreault
C. P. Pendy

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